

# THE ENERGY STAR® RETAIL PRODUCTS PLATFORM

The simple  
choice for  
energy  
efficiency.



July 2016

## Executive Summary

**Transforming the way energy efficient products and messages are delivered through a coordinated national retail platform.**

The landscape of energy efficiency programs is shifting due to the success of ENERGY STAR-focused programs, the evolution of products, dramatic changes in the way products are used and sold, as well as other factors. The energy efficiency community is calling for a new approach to traditional retail-based energy efficiency programs that reflect these new dynamics to effectively capture remaining energy savings and continue to advance energy efficiency.

## The ENERGY STAR Retail Products Platform

**The ENERGY STAR® Retail Products Platform (ESRPP) is a collaborative midstream initiative of ENERGY STAR, energy efficiency program sponsors, retailer partners, and other key stakeholders, facilitated by the U.S. Environmental Protection Agency.**

The ESRPP is based on the concept of developing a national-level structure for the design of program delivery and engagement with retailers. The ESRPP gives program sponsors new access to a low-cost retail-based program through national coordination. The goal of the ESRPP is to transform markets by streamlining and harmonizing energy efficiency programs with retailers, making them less complex and more cost-effective. Increasing the availability of ENERGY STAR products will generate energy savings as utility customers purchase and install these more efficient models in their homes.

## ESRPP: Where We Are

- Pilots are launching on a rolling basis, with the first pilots in market in March of 2016. Participating sponsors serve approximately 18 percent of the U.S. population.
- Program sponsors agreed to adopt a common set of retail-based products for promotion.
- Retailers agreed to provide unprecedented access to critical sales and market share data to program sponsors in exchange for targeted product categories, consistent and streamlined data, and reporting requirements from program sponsors.
- Retailers and program sponsors are working together to tailor local go-to-market strategies, building on the national framework that allows for some flexibility in local markets.
- EPA, retailers and leading regulatory experts are supporting program sponsors in developing and promoting supportive policy and innovative EM&V approaches.

## ESRPP: Where We're Going

- Gain momentum for a broader national program in 2017 incorporating more program sponsors, additional products, and new participating retailers.
- Achieve critical scale in 2017, with participating program sponsors serving about 30 percent of the U.S. population. Critical scale is achieved through consistent program design—including product categories, specifications, data requirements, and general approach (i.e. midstream incentives)—and lower per-unit incentive and administrative costs for both program sponsors and retailers.

**“Electricity demand by U.S. homes is forecasted to climb by as much as 21 percent by 2040. With ENERGY STAR, you can save approximately 30% or more than \$550 on your household energy bills, while saving more than 5,400 pounds of greenhouse gas emissions.”**

-- U.S. EPA, 2016

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## Retailers Approve

**Retailers are the most important channel for delivering energy efficient products to residential consumers, selling almost 2 billion energy consuming products that use 80 million MWh per year.**

Retailers are becoming less interested in participating in traditional energy efficiency programs—they are not core to their business, they introduce cost and complexity, and consumer incentives offer reduced value and efficacy as a tool for driving sales.

Members of the ENERGY STAR Retail Action Council, including contacts from Best Buy, Sears, and The Home Depot approve of the ESRPP:

- ✓ "We support EPA's efforts to build scale and be more effective and efficient with the ENERGY STAR Retail Products Platform."
- ✓ "We believe this is the future of energy efficiency programs, and the future is now!"
- ✓ "We are offering to help regulators recognize the energy saving opportunities."
- ✓ "We are excited and wish to assist innovative Program Sponsors who join together with the EPA to transform the energy efficiency market."

## Getting Involved

- Contact EPA to discuss the program and potential role.
- Join the ESRPP team to help shape the concept and prepare for a national program in 2017.
- Participate in discussions with regulators and evaluators.
- Prepare to field a pilot/program in 2017/2018.

## Current Participants

### 2016 Participants

- CA: PG&E and SMUD
- CO: Xcel Energy
- ID, MT, OR & WA: NEEA
- MN: Xcel Energy
- NY: Con Ed
- NJ: New Jersey Clean Energy Program
- VT: Efficiency Vermont
- WI: Focus on Energy

### Discussions Regarding 2016/2017\*

- CA: LADWP, SCE, SoCalGas, and SDG&E
- CO: Platte River Power Authority, Fort Collins Utilities, Loveland Water and Power, Longmont Power & Communications, and Estes Park Power & Light
- CT: Eversource CT, UIL Holdings
- DC: DC SEU
- MD: BGE, PEPSCO, SMECO, Delmarva Power
- MI: DTE Energy
- NM: Xcel Energy, Public Service of New Mexico

### Other Key Stakeholders

- NEEP

### Participating Retailers

- Best Buy
- Sears
- The Home Depot

## Questions or Comments? Contact:

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